

## ABSTRACT

Solutions for reducing latencies in enterprise operations and business processes adaptation particularly as related to enriched publish and subscribe are proposed by the present invention. These solutions are implemented in a zero latency enterprise (ZLE) framework that

5 allows the enterprise to integrate its services, applications and data in real time. Namely, an enterprise equipped to run as a ZLE is capable of integrating, in real time, its enterprise-wide data, applications, business transactions, operations and values. An operational data store operates as an information broker between the applications such that applications publish messages to the central repository and subscribe to messages from the central, rather than

10 exchange request-response messages directly with each other. Thus, enriched publish and subscribe improves information synchronization between applications and reduce the number of request-response messages the applications would otherwise exchange. Consequently, an enterprise conducting its business as a ZLE exhibits superior management of its resources, operations and customer care.

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